



Seniors Housing

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Springer US,
1998

Electronic books

Monografía

Seniors housing improves the quality of life for an increasingly significant segment of the population. The number of people in the United States over sixty-five years of age is projected to double in the next thirty years, and the number of people aged eighty-five and over - the ones most in need of seniors housing - is projected to increase three-fold. The business implications of this demographic change are significant. This volume provides an introduction to seniors housing, and an industry analysis, with the ultimate goal of expediting needed investment. It provides information for industry analysts on product lines, complementary products, and substitute products. In addition, it examines buyers and their behavior; the growth potential of the industry; the growth patterns and determinants of growth; the economics of the different product types; and the market analysis techniques. Finally, an article on health care REITs and health care stocks investigates the performance of the larger players in the industry

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Título: Seniors Housing edited by Michael A. Anikeeff, Glenn R. Mueller

Editorial: Boston, MA Springer US 1998

Descripción física: 1 online resource (xvi, 248 pages)

Mención de serie: Research Issues in Real Estate 1382-4848 4

Bibliografía: Includes bibliographical references at the end of each chapters

Contenido: 1 Primer on Key Issues in Seniors Housing -- 2 Overview of Seniors Housing -- 3 Value Influences Past, Present and Future -- 4 1996 Acquisition Markets Senior Housing and Long-Term Care Industries -- 5 The Evolution and Status of Seniors Housing Terminology: a Review and Analysis by Services, Product Types, and Political Jurisdictions -- 6 Toward Standardizing Seniors Housing: Industry Definitions by Project Type -- 7 Retirement Housing and Long-Term Health care: Attitudes of the Elderly -- 8 Adapting Demand Methodologies for Assisted Living Market Analysis -- 9 Seniors Housing Investment: How Pension Funds can Obtain Superior Returns, achieve Portfolio Diversification, and Provide Funds for a Needed Housing Product -- 10 Pensions and Seniors Housing -- 11 The Investment Case for Senior Living and Long Term Care Properties in An Institutional Real Estate Portfolio -- 12 Quantifying The Supply of Senior Housing -- 13 Forecasting Seniors Housing Demand -- 14 The Relationship Between Health care Reits and Health Care Stocks

Lengua: English

Copyright/Depósito Legal: 934971018 1058155281 1086558759

ISBN: 9781461560678 electronic bk.) 1461560675 electronic bk.) 9781461377795 146137779X 1461560675

Materia: Economics Public health Regional economics Economics. Public health. Regional economics.

Autores: Mueller, Glenn R.

Enlace a formato físico adicional: Print version 9781461377795

Punto acceso adicional serie-Título: Research issues in real estate 4

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